

NuEra Tight: the new era of skin tightening

WE SPEAK WITH DR RAHMA TARGETT ABOUT HER EXPERIENCE USING NUERA TIGHT, THE GROUND-BREAKING, NO-DOWNTIME SKIN TIGHTENING TECHNOLOGY THAT USES FOCAL RF FOR MULTI-FACETED FACE AND BODY TREATMENTS.



How long have you been using NuEra Tight? Why did you invest in this device?

We had been looking for a machine for skin tightening from a reputable company like Lumenis for some time. We wanted to provide our customers with some extra options for resolving wrinkles and skin laxity – not everyone is ready to take on the commitment of cosmetic injectables and the inevitable maintenance that is required.

There are a lot of different options on the market, but we were attracted to the NuEra Tight because of its ability to treat a diverse range of skin conditions and focus energy on specific depths.

We have had the NuEra Tight for six months now and it has provided us with an excellent option for these clients. The fact that NuEra Tight can address other skin conditions such as cellulite reduction, fat reduction and skin rejuvenation has been a massive advantage.

What has patient feedback been like?

At first, we were a little apprehensive about how our patients would react to this new technology – patient satisfaction is always of utmost importance to the success of our business. But it soon became clear that our patients loved the NuEra Tight because they kept returning for treatments and were happy with the results achieved.

Our patients love NuEra Tight because it is a simple and very pleasant experience. So many aesthetic treatments these days involve a considerable amount of discomfort, and sometimes disfigurement, before the desired look is achieved. NuEra Tight is not like that at all. The experience is enjoyable from start to finish, with no side effects, no downtime and no aftercare.

We had a patient who lost 50kg due to weight loss surgery and



About Dr Rahma Targett FRACGP

FROM UNITED NATIONS MISSIONS
TO COSMETIC MEDICINE

Dr Targett, a Fellow of the Australian College of General Practitioners (FRACGP), has become known as an expert in restoring and highlighting her clients' unique features, using cosmetic enhancements to achieve beautiful, natural-looking results. But her journey into the world of cosmetic medicine took an adventurous path.

As a daughter of a diplomat, Dr Targett witnessed critical global issues from a young age and was determined to make a positive impact in the world. She discovered a profound passion for medicine early on and as a young adult she found her purpose: to work with the United Nations on a medical mission.

With her grit and determination paired with her academic qualifications and ability to speak English, Arabic, French, Malay and Tagalog, Dr Targett secured an international medical officer position.

She was first posted on a mission in Africa in war-torn Ethiopia and Eritrea. Following this assignment, Dr Targett was appointed as a regional medical officer responsible for six satellite clinics based in the Darfur region of western Sudan. To some, Darfur is an extreme example of the world's humanitarian crises, but to Dr Targett it was a chance to make the world a better place. She was also posted in East Timor as the deputy chief medical officer.

During this time, Dr Targett developed a passion for indigenous health and she and her young family

moved to Australia's Northern Territory, where she worked as a General Practitioner with the Central Australian Aboriginal Congress (CAAC). She also became aligned with the Royal Flying Doctor Service and worked on-call as a District Medical Officer with Remote Health.

In 2016, she founded Advanced Cosmetic Medicine in North Adelaide. There, Dr Targett offers cosmetic injectables, thread lift, hair regrowth, medically managed weight loss, skin rejuvenation treatments and skin cancer assessment.

With over 20 years of medical experience, Dr Targett's challenging and diverse experiences have armed her with a unique approach to treat her patients holistically. At Advanced Cosmetic Medicine, each treatment plan is customised to the patient's specific needs and concerns and her patients are fully involved in the decision-making process when choosing a treatment that meets their needs. Dr Targett has a deep understanding of beauty, and her goal is to help every patient rediscover their own natural beauty.

Dr Targett holds certificates in Advanced Dermatoscopy and Histopathology, Advanced Skin Cancer Surgery and Primary Care Dermatology; she is certified in Laser Therapy and has a diploma in Aesthetic Medicine. She is currently a member of the Cosmetic Physician College of Australasia (CPCA) and is also a designated Aviation Medical Examiner.

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subsequently had a tummy tuck. There was this bulge above the scar which wasn't budging with any exercises or any fat reduction devices they had used. After six sessions of NuEra Tight under the fat reduction setting, there was a visible flattening of the bulge and he was very satisfied with the result.

What have you found to be the biggest differences in-treatment using NuEra Tight?

We were surprised at how easy the NuEra Tight is to use. We felt very confident in using it after just two days of training. One of the great things about this machine is that I can have a consultation with the patient, set up the machine to the required treatment setting and then allow the aesthetic therapist to continue with the treatment. The device has inbuilt temperature sensing so there is no chance of patients being over-treated or experiencing unpleasant hot spots.

Why is NuEra Tight's RF technology (Focal RF) unique?

Focal RF allows the practitioner to determine how deeply the RF energy penetrates, which is unique among other machines on the market. For skin rejuvenation and skin tightening, the RF energy penetrates more superficially, while for fat reduction the RF energy penetrates much deeper. NuEra Tight also allows for several different conditions to be treated at the same

time. For example, for a double chin treatment, you can achieve fat reduction as well as skin tightening at the same time using NuEra Tight.

How do you use NuEra Tight in your practice?

We make use of every function that NuEra Tight has to offer, including targeted fat reduction, cellulite reduction, skin tightening, wrinkle reduction and skin rejuvenation.

Why do you believe NuEra Tight is an essential addition to any cosmetic and dermatology practice?

I think it is important in a clinical practice to offer a range of different treatments that cater to the needs of all clients. Not only does this device benefit our clients but it also benefits our practice by bringing in a larger and more diverse clientele. You will also find that by combining different treatment types, you can often achieve a better result.

How can practices benefit from NuEra Tight from an ROI and financial standpoint?

Return on investment is important to every aesthetic medical practice, and this was one of the things we considered before purchasing the NuEra Tight. Another thing that attracted us to this machine was that it requires very few consumables and the machine itself requires very little servicing and maintenance. This, combined with the fact that it can be used to



PRODUCTS & SERVICES



DR RAHMA TARGETT

treat many different skin conditions, gave us a lot of confidence in our purchase decision.

How can clinicians use NuEra Tight to combine multiple treatments in the one session?

You can target different areas using different depths with NuEra Tight. For example, we had a patient with skin laxity on the face and neck as well as fat under the chin, so we set the machine to different depths to target both areas in the one sitting. We simply set the machine to the NuLogic setting, and the machine automatically targets the area of concern without the need to manually change the setting.

When we do cellulite reduction, we can also tighten and rejuvenate the skin at the same time, which helps to reduce the puckering look of the skin.

What is your experience working with Lumenis?

We were one of the first clinics in Australia to purchase this new machine. I have to say that Lumenis were exceptional. They even went to the trouble of allowing us to meet with the engineers that developed NuEra Tight in Italy as well as some of the most highly experienced and renowned practitioners that already had experience in using the machine. As a result of this, we were convinced that this machine really could deliver the goods before we purchased it. Lumenis is an exceptional brand, renowned for its quality, superior performance and after service. **AMP**

For more information
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